COMMUNITY ACTIVISM FOR THE COAST
ADV 132 UX and UI Design for Advertising

SUSTAINABILITY & CRAFT
This scaffolded assignment brings together a deep understanding of coastal and ocean sustainability with the craft of UX and UI design. Students work through the fundamentals of UX research, through a focused study of issues impacting on coastal and ocean health, before designing a digital product that raises awareness and activates users.

TOOLS & OUTPUTS
With research and understanding at the heart of the project, students learn to apply a range of tools at every stage of the process. Adobe XD in conjunction with Miro, Adobe Illustrator and Creative Cloud Express enable student teams to record insights, craft personas, ideate, wireframe, prototype and present their ideas to a professional standard.

RESULTS & AWARDS
This project results in a range of tangible student outcomes:
1. a complete UX/UI portfolio piece following the Human Centered Design Process through to working prototype
2. best of Show, Judge’s Choice, Gold and Silver awards at the American Advertising Federation’s ADDY Awards

LINKS
My portfolio page

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